

03

Public consultation

Engagement activities following the launch of the concept masterplan:

17,000

flyers to local residents, businesses and organisations



5

public exhibition events



112

people attended public exhibition events at the Surma Centre and Basil Jellicoe Hall

4

summer pop up events



Over
177

conversations at summer pop up events

261

survey responses



Public consultation

Emerging masterplan

As part of the first round of public consultation for the Euston OSD, consultation events and activities were held between June – August 2022. This included 5 public exhibitions, 4 pop up exhibitions and a public survey, which was available for people to complete at the in-person events and was open on the Commonplace website from the 10th July and closed on the 14th August.

The survey was publicised through social media channels, including Facebook, Instagram and LinkedIn through a series of advertisements. These were displayed 35,472 times and were viewed by 19,422 unique users. 405 people subscribed to the project mailing list received an email advertising the survey.

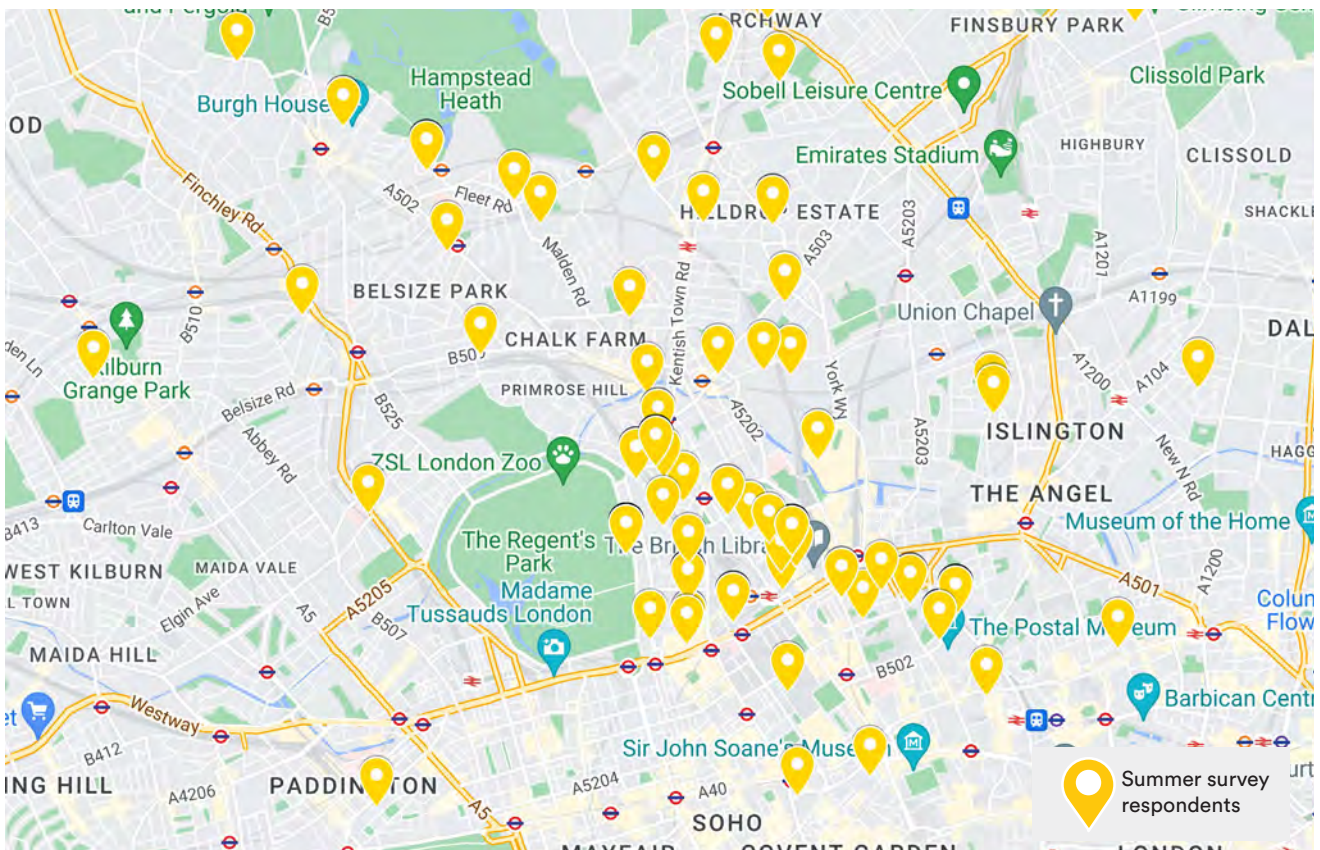
A total of 261 people responded to the survey. 246 people completed the Commonplace

survey, and 15 people completed the survey in-person at the events.

Of the 261 survey respondents, 90 people described their relationship to Euston (34%). Many of which said they are local residents (42%), and some travel through Euston regularly (31%).

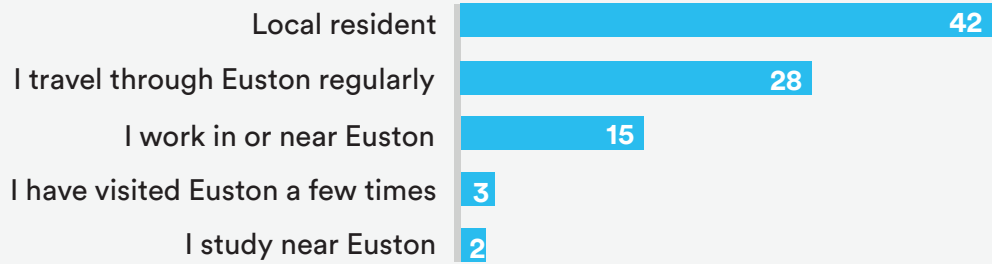
23% of respondents provided information on ethnicity. Whilst the data shows a lack of ethnic diversity, it does not include demographic information from the pop up exhibitions which sought to reach different ethnic groups, including British and Asian Bangladeshi communities.

Full details of the demographic information can be found in the appendix.



What best describes your relationship to the Euston area?

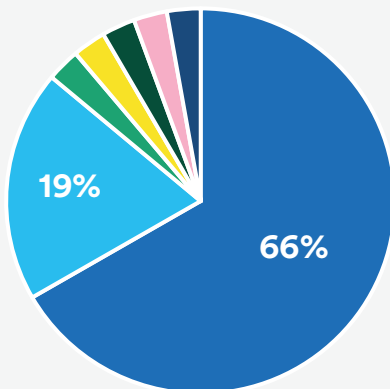
90 Responses



Survey

What is your ethnicity?

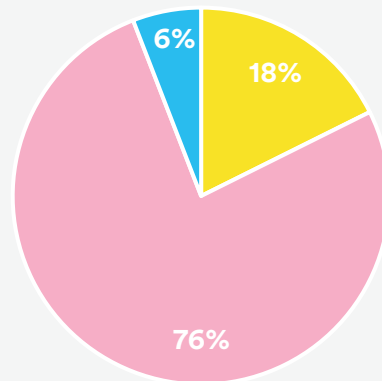
46 responses



- White - English/Welsh/Scottish/Northern Irish/British
- Other White
- White European
- Mixed/Multiple ethnic groups
- Asian/Asian British - Bangladeshi
- Black/African/Caribbean/Black British - African
- Other Mixed/Multiple

Do you have a disability?

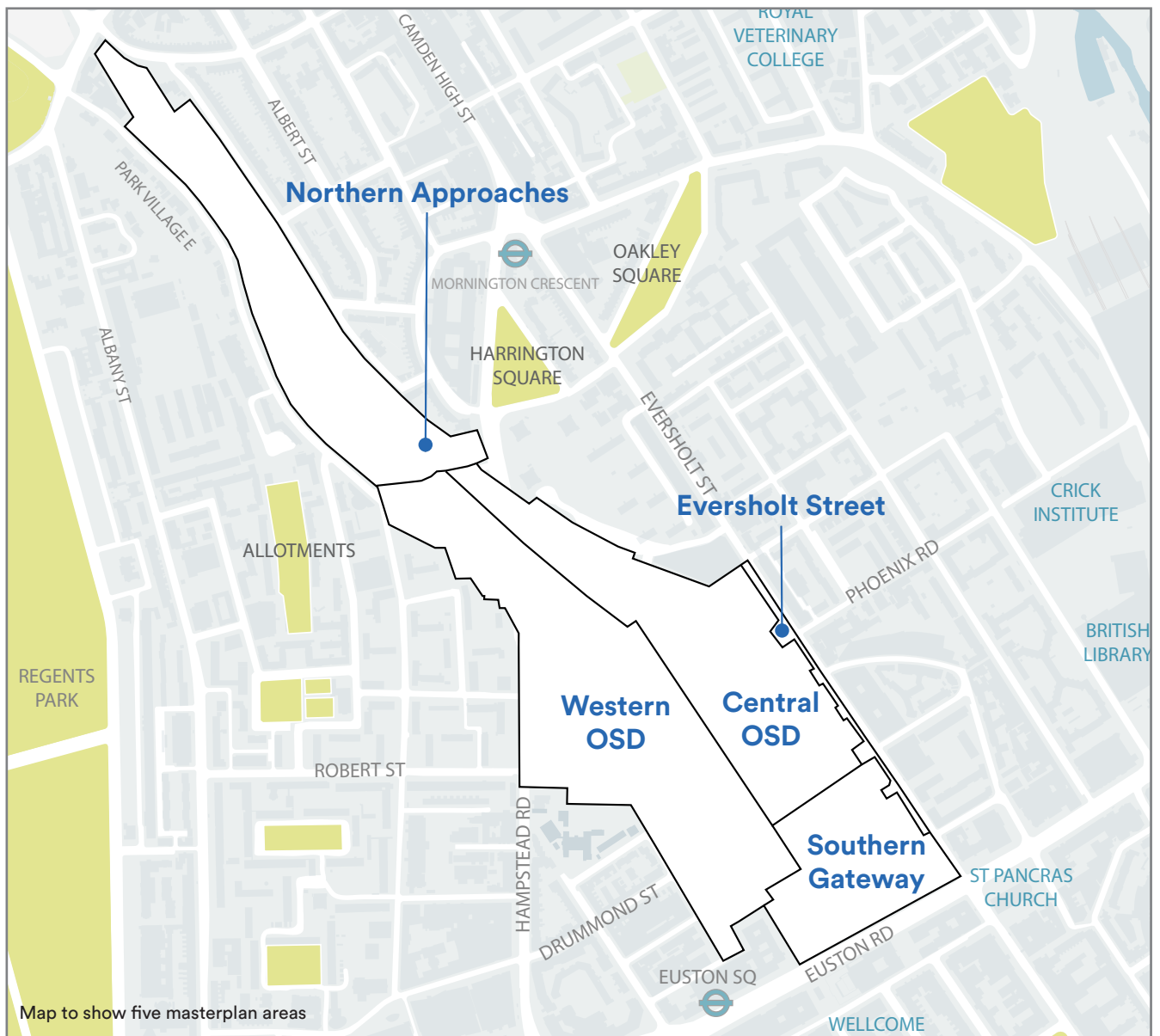
51 Responses



- Yes
- Prefer not to say
- No

The findings from these consultation activities have been interpreted in response to three key topic areas:

- OSD vision
- OSD masterplan framework
- The five Masterplan Areas:
 - Northern Approaches
 - Eversholt Street
 - Southern Gateway
 - Western OSD
 - Central OSD



OSD Vision

There was clear support from respondents for the scale of the ambition set out in the OSD vision, which incorporates a range of uses and spaces that reflect the community's needs and aspirations.

Euston's communities were particularly positive about the creation of new green and public spaces set out in the OSD vision. This was felt to positively reflect the strong desire of the community for spaces that improve health and wellbeing and help to address the challenges posed by climate change.

Whilst the ambition to create more places for people to connect and collaborate was viewed positively, the ambition to create a STEAM (Science, Technology, Engineering, Arts and Mathematics) hub based around Euston's Knowledge Quarter was not well understood. Further development and definition of this ambition will help to generate meaningful engagement with the community. Public places and spaces where the community can come together were cited as ways to achieve this aspect of the vision.

Heritage, character and identity was a key theme raised by respondents, with many expressing a strong desire to see Euston's architectural heritage respected and reflected through the masterplan. Respondents suggested that historical artefacts be taken as inspiration in the designs for the OSD.

OSD framework masterplan

Respondents gave a clear indication that the framework masterplan responds to local needs and is creating the right spaces. East-west and north-south connections were recognised as being of clear benefit in reconnecting communities and creating opportunities to reimagine the standard for pedestrian and cycle experiences. The collection of open spaces created by the framework plan was recognised in being able to provide much needed green and natural spaces for Euston's communities.

However, in relation to the framework masterplan, concerns were raised about the ability to discern between OSD areas of responsibility and HS2 areas.

Northern Approaches

There is broad agreement from Euston's communities that this area is right for a new residential neighbourhood. Discussions focussed on how to maximise the benefits whilst ensuring this is implemented with sensitivity to the local context and existing neighbourhoods. Concerns emerged about the scale and massing of potential residential buildings in the Northern Approaches and the OSD has been asked to consider this carefully.

Eversholt Street

Respondents strongly agreed that the OSD is right to focus on completing or enhancing

the retail environment along Eversholt Street with both sides of the street working together to provide a balanced offer between large and independent retailers. Within this, there is a strong desire from Euston's communities to see the pedestrian environment improved and for green streets to be implemented wherever possible.

Southern Gateway

Euston's communities would like to understand more in relation to the type of pedestrian environment this will create given the complexity of the different functions it needs to provide for. This was particularly evident when responding to the idea of the roof space which community members found difficult to imagine.

Generally, while respondents were broadly in agreement about some of the aspirations state for the Southern Gateway, they found this area of the masterplan difficult to envisage particularly in relation to the HS2 masterplan.

Western OSD

Euston's communities recognise the benefit of the south to north connection, however further work is needed to communicate the type of environment this could provide. There is a desire to see community environments such as green spaces and growing spaces in areas where the OSD (and HS2) masterplan intersects with existing neighbourhoods.

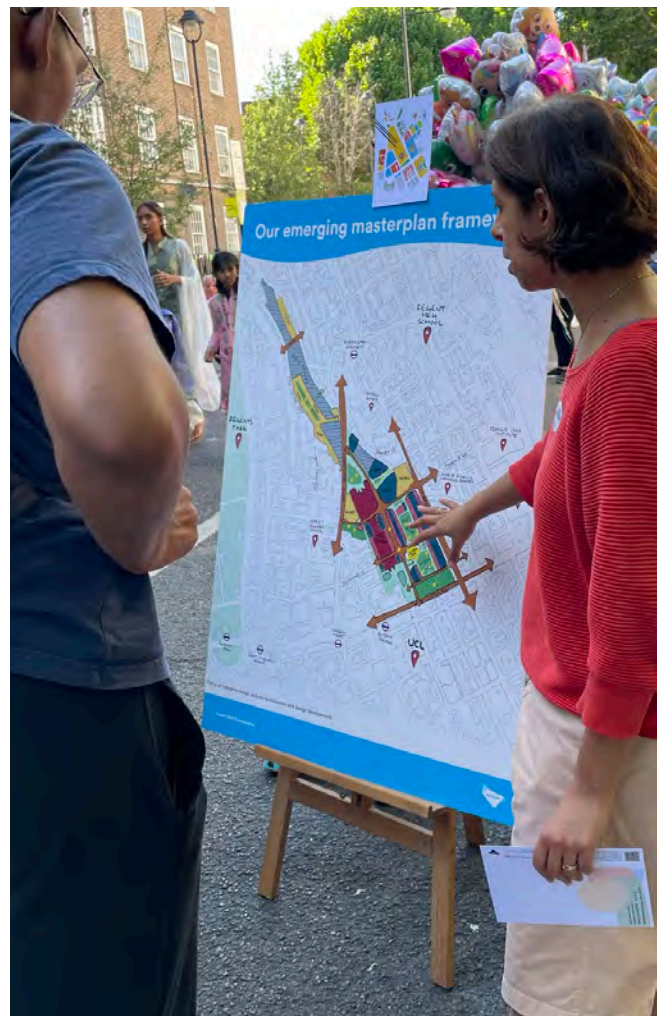
There has not been strong agreement on the type of environment they would like to see along Whittlebury street. Responses focussed on the need for this area to feel less commercial and

for a greener and more engaging pedestrian experience to be explored.

The fact affordability was raised as a concern in relation to the proposals for these areas of the OSD masterplan, outlines the need for this to be explored further.

Central OSD

Clear support was indicated by Euston's communities for the central area being a multi-purpose environment that caters for and creates a destination for the entire community.



Somerstown Festival Pop up



Credit: Matteo Patocchi 2022

Public exhibition event at Basil Jellicoe Hall